

DODGE BROTHERS WHO STARTED IN AN OLD SHED NOW ARE SOLE OWNERS OF IMMENSE BUSINESS.

Today They Rank Among the First Five Largest Automobile Manufacturers in the World.

Of all the motor magnates, the men of the big achievement in the automobile world, none have so hid their personality behind their product as Dodge Brothers—John F. and Horace E. On December 4, 1914, the first Dodge Brothers motor car ran out of the big plant at Detroit. Today Dodge Brothers rank among the first five manufacturers in production and the car is known around the world. In another year—well, that is something no one connected with Dodge Brothers will talk about.

"Dodge Brothers motor cars speak for themselves," is the slogan of the organization; and they have to, so far as any inkling of future plans or prospects is concerned.

In all the publicity which preceded the actual appearance of the car late in 1914 and during the past year there has been no word on the personality of Dodge Brothers themselves. And yet there is no more interesting story in the whole automobile world, filled as it is with romantic rises from obscurity to wealth and prestige, than the tale of these two machinists who came up from the bench to the ownership of one of the greatest manufacturing institutions in the country. For they are its owners. It is the personal property of John F. and Horace E. Dodge and not a dollar of another man's money went into its building. And its value is many millions of dollars, for the public has bought more than \$35,000,000 of its output since that first car was turned out one year ago.

As the business is the property of Dodge Brothers alone, so is the car the embodiment of their own ideas; almost the work of their own hands. For they are a vital part of the business. Both "are on the job" in the plants as regularly as their workmen. John F. is the organizer, Horace E. is the motor expert. Both work as hard as any one in their employ. Both have handsome big offices, but the place to find them is out in the plant. It is some job to find them, too, as that same plant covers more than forty-four acres in floor space, and new buildings under construction will bring the total to more than sixty acres.

When you do find them, you find a hopeless task, so far as getting information is concerned. Horace positively will not talk. He refers every one to John. And John says: "The public is not interested in us but in what we make. Write about the car, if you want to write about something." So there you are. But here also are the men.

John F. is the elder by a couple of years. They were both born in the 60's at Niles, Mich. Both are big men; big physically and mentally. Both have light hair and blue eyes. It doesn't take much of an imagination to picture them as Vikings. They are of Vermont stock, the elder Dodge having come from the rocky hills of that old state to Niles in the 50's and there established a machine and blacksmith shop. John and Horace grew up in Niles and attended school there, going from school into their father's shop, where they learned the machinist's trade. But they longed for a wider experience, and found it after a time in Battle Creek, and still later at Port Huron. They were still in their twenties when they determined to go into business for themselves, and their first venture was in an old shed in Windsor, Ont., where they rebuilt machinery, particularly marine engines.

In those days Detroit was just waking up. It was getting tired of the reputation of being the "biggest village in the country." The beginnings of the great motor car industry were being laid in 1901 the Dodge boys moved across the Detroit River. They established themselves in a loft in the old Boydell building and began to work. "Dodge Brothers in Machinists." They employed eleven men and boys and they worked harder than any one in the plant. On the infrequent occasions when John Dodge ever speaks of himself he tells of working on Saturday until midnight and returning to work at midnight on Sunday. It was a rare day, indeed, that both did not put in twenty hours. They did a general machining business and they made a living and put a few dollars in the bank.

Then came the rapid expansion of the automobile business. And with it came a demand for skilled machine work. Dodge Brothers had a reputation already for accuracy in machining, and the early motor car makers turned to them for parts. Their first order of consequence was for parts for the original Oldsmobile with the curved dash, and this really marked their entrance into the business in a large way. Their reputation for quality work spread, and soon they were being flooded with orders.

They took more space in the building where they had started, but the automobile business expanded with it, so a small factory was built. In 1908 they bought a part of the land on which their big plant stands in Hamtramck, a suburb of Detroit, and built a big new factory. They prospered amazingly, and won a name for quality of workmanship unequalled in the trade.

In 1913 there came rumors that they would abandon the parts business and build a car of their own. "Success has come to their heads," was the scoffing remark handed about

in some circles.

But every one began talking about the coming car of the Dodge Brothers. That is, every one but the Dodges themselves. The air around Detroit was filled with rumors. But there was never a word from those intimately concerned with the project. The gossip aroused a national curiosity and on that curiosity was built one of the most successful selling campaigns in the history of American merchandising.

Originating in the reticence of Dodge Brothers to talk about themselves or their products it was taken advantage of by the sales and advertising organization formed to market the car, and before that first car appeared in December, 1914, thousands of dealers were clamoring for cars, and the possible output could have been sold many times over. So today Dodge Brothers are up among the leaders in the industry. In their first year as manufacturers they have made and sold more than \$35,000,000 worth of motor cars, the most remarkable achievements in the history of this remarkable industry.

Auto Show Powerful Influence For Good Says George H. Peck

"The influence of the annual Bridgeport automobile show is farther reaching than is commonly believed or even admitted throughout the industry," stated G. H. Peck, of the Peck & Lines Co., distributors, in this territory for the Haynes, America's First Car, in answer to the inquiry of why the automobile and accessory manufacturers go to the enormous expense of supporting the various automobile shows. "The individual dealer is affected as much as is the single designer and manufacturer. In a general way, the shows form a veritable clearing house for designers. They have a very decided tendency to dictate the designs for the coming season, and they are accepted as authoritative even as are the creations of the Parisian designers of gowns."

"Since the automobile is no longer regarded as a mere luxury, the business of selling an automobile is being reduced to a logical basis. Time was when all cars were sold more or less during a man's enthusiasm or desire for a car."

Compensated By His Purchase of United States Tires

Compensation Commissioner Edward T. Buckingham has been amply compensated for purchasing United States tires for his Locomobile. The tires are sold by the United States Tire and Vulcanizing Co. of this city. The concern is proudly exhibiting a front tire which it sold Commissioner Buckingham for one of the front wheels of his Locomobile. On his car, he traveled half the circumference of the earth before it was declared unfit for use.

Jack Warhop, former Yankee pitcher, has signed with the St. Louis Cardinals.

OAKLAND CARS DEVELOPED, THEY DIDN'T HAPPEN

J. C. Mattice, Local Agent Describes Growth of Great Industry.

"Eighty, sixty and four all in the Oakland line didn't just happen," said J. C. Mattice, local agent for Oakland cars whose exhibit is one of the auto show features at the Armory.

"The Oakland company went over the field and analyzed the conditions. That analysis showed three classes of purchasers. They planned the line to fit these three classes which in the aggregate probably include most of the motor-buying public that it was possible for us to reach. So that made cylinders subservient to manufacturing principles and our merchandising analysis."

"The first six simply turned the trade upside down. Our first announcement on this car brought in not only a tremendous bunch of direct orders, but started the dealers coming so fast that we began immediately to line up the cream of the trade."

"As for the big high-speed four, that is the very foundation of the present Oakland popularity. I believe that model has done more to hold the public to fours in general and to show them how speed can take the place of added cylinders in a well-regulated motor."

"The appearance and roominess of this car on the part of what three years ago would have cost \$1,800, have been among the strongest selling characteristics."

"The few remaining dealers whom we needed, who did not come into the field when we announced our six, were bowled over when the eight came out. This is so much more than the ordinary eight in every way that I believe we may be forgiven for being a little bit proud of it."

"Over there at the Oakland factory we have always felt that a motorist had every right not only to big power but big luxury. The eight goes farther in the direction of fine appointments and generous measure of comfort and beauty of line than any other Oakland we have put out."

"The fact that the Oakland eight-cylinder motor is a high-speed model is one of the important things that brings it up to 72 horse-power. Yet, with this power, it is an astonishingly economical car on account of its light weight. It is easy on the oil tank, the gasoline tank and the tires."

"I know through the response both from dealers and the public that this merchandising principle will prove an even greater success in the future than it is at the present time."

John Connell, custodian of the Federal Building at Oswego, N. Y., was shot in the back of the head when a cartridge in some postal matter he had thrown into a boiler exploded.

Stanley T. Kellogg Expects Increase In Sales of Hendersons

With a complete line of this year's improved models of Henderson motorcycles on hand, Stanley T. Kellogg is offering a wonderful exhibition of the latest thing, in his salesrooms at No. 615 State street. It really is a distinct pleasure for the veteran motorcyclist or the prospective, to pay a visit to the rooms and have Mr. Kellogg explain the many wonderful features of his wares.

Henderson machine contains surprising and distinctive features in construction for the comfort and pleasure of the riders. In addition to the many features which have made Henderson machines so popular in the past, the 1916 models have some positive advancements in design which will make still more pronounced the thoroughness and efficiency of the service which this machine delivers. The wonderful quick response to the throttle is a delight to all motorcyclists, and a surprise to the man who is used to the comparative sluggishness of motors of less advanced design.

The four cylinders deliver abundant power in an even unbroken current. There is no loss of momentum between strokes and hence there is increased pulling power, greater speed and absence of vibration. Greatest care has been given every detail of design to produce the highest degree of speed, snap and pulling power which is characteristic of Henderson motors.

Production of Olds Fours Will Not Be Curtailed At All

Rumors that the Olds Motor Works would curtail the production of its overhead valve four-cylinder model, because of the demand for its new "Eight" have been denied by officers of the company, say Lyford & Ferris, general salesmen for these cars in Bridgeport.

"As long as a demand for our four-cylinder car exists," states Jay V. Hall, general sales manager of the concern, "we shall continue to manufacture it."

CADILLAC CHASSIS DUPLICATE OF THAT AT PANAMA EXPOSITION

The Cadillac cut-open chassis at the auto show is a counterpart of the one displayed at the San Francisco Exposition, where the company was awarded the Medal of Honor, the Cadillac being the only car exhibited with a V-type motor.

The chassis proved one of the most attractive features of the automobile division. It was widely commended because of its unusual educational value, affording as it does, an insight into the internal mechanism and its workings—something which the average motorist seldom has the opportunity to see so clearly demonstrated.



The Light Eight-Type 44

This is the Car that you want to be sure and see at the Show. : : : :

THE EIGHT WITH THE NEW LIGHTINGS

The power, speed and quick response you have always wanted is combined for the first time in a multi-cylinder automobile weighing less than 2700 pounds. The oiling system carries out even further the ideas of simplicity and economy. Type 44—wheel base 120 inches—

\$1195 f. o. b. Lansing

Model 43, the De Luxe Light—Four smart lines—and unusual power.

\$1095 F. O. B. Lansing

APPERSON CARS

SPEED—ENDURANCE—RELIABILITY

6 Cylinder \$1550 F.F.B. Kokomo, Ind.
8 Cylinder \$1850 F.O.B. Kokomo, Ind.

We are also local agents for the KOHLER ONE TON TRUCK. The Light Truck With the Wonderful Power.

LYFORD & FERRIS

42 BEACH STREET
Bridgeport, Conn. Tel. 1235

Points of Excelsior Supremacy

Extra strong, outside joint, low saddle position frame; permanent side-car lugs; nickel steel forgings throughout; 12-gauge cold drawn seamless tubing; five leaf nickel steel fork springs; beautiful round-cornered tank with anti-leak needle valve fittings; extra large, enclosed valves; nickel steel valve mechanism; positive, gear-driven, mechanical oil pump; three-speed, automatically oiled, nickel steel transmission; automobile type, annular ball bearings; non-gran bronze bushings; over size, automatically oiled, multiple disc clutch; nickel steel neutral shaft; powerful double brakes; over size, knockout axle, hubs; tool steel cups and cones; extra heavy roller chains; non-splash fenders; long, double-hinged, footboards; heavy, unbreakable, armless stand; motor and final drive chains on opposite sides; instantaneous acting priming device; special models for special purposes.

EXCELSIOR LAUTO-CYCLE

The Fastest Motorcycle in the World

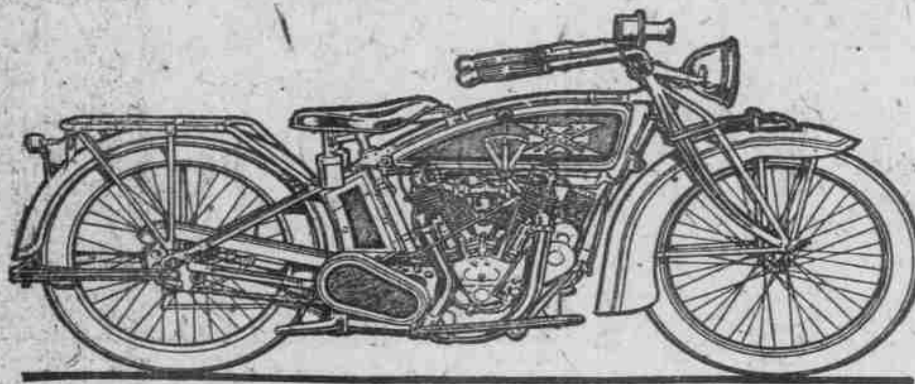
WINNER OF THE

AMERICAN NATIONAL CHAMPIONSHIP

300 Miles in 3 Hours, 29 Minutes, 51 2-5 Seconds—86.76 Miles per hour

WORLD'S RECORD

Also All World's Records. 170 miles and over. World's 100 mile dirt track and other records.



The Leading American Motorcycle

Excelsior motorcycles are guaranteed under the warranty of the Motorcycle Manufacturers' Association.

YEARS AHEAD OF THE TIMES when first introduced, the four-cylinder HENDERSON has won its dominance by sheer worth—by the force of its outstanding features of better construction. It is the tried and proved leader, back-



ed by years of practical four-cylinder service and satisfaction to certify the value of every idea it embodies.

And the 1916 models

not only have all those features which have made the HENDERSON so good in the past, but are marked by a number of positive advancements in design which make still more pronounced the thoroughness and efficiency of service which this machine delivers.

Stanley T. Kellogg
615 STATE ST. PHONE 1368

Models 16-3 and 16-1

These Models Are Identical Except In Transmission.

MOTOR—Twin cylinder; bore, 3 1/2 inches; stroke, 3 1/2 inches. While these motors are within the 61-cubic inches displacement, they develop from 15 to 20-horse power by dynamometer test and as proven by our world's record: a mile in 36 seconds the first and only motor to make 100 miles per hour.

MOTOR STARTER—Foot type segment and pinion gear on countershaft; folding foot lever; starts with rear wheel on the ground.

CARBURETOR—Improved EXCELSIOR Schebler Model "H," with auxiliary air valve and choking device for easy starting.

MUFFLER—Silent and efficient; pressed steel construction; direct cutout.

FRAME—Low-saddle position; double triangular straight line; made of highest-grade extra heavy cold drawn seamless tubing and nickel steel drop forgings (absolutely no stampings or castings); head forging with reinforcing web and extended lower connection to withstand unusual strains; seat post cluster and lower tube connection in one piece; rear forks and stays extra heavy 3/4-12 square seamless tubing; extra heavy rear fork ends. Lugs for the attachment of a side car are an integral part of the frame head, seat post cluster and rear fork end forgings. Height, saddle to ground 27 inches; saddle to foot-board 27 inches.

FRONT FORKS—Cradle type, with 5-leaf nickel steel spring; extra heavy nickel steel drop-forged fork ends; quick detachable rubber bumpers; improved style rocker arms.

TANK—Extra heavy gauge leaded sheet steel, will not rust or corrode; capacity, 2 1/4 gallons gas; 1 gallon oil; solid brass anti-leak needle valve fittings.

TRANSMISSION—Model 16-3; automobile type three-speed, in aluminum housing at the rear of crank case; nickel steel gears, 9 pitch, 5/8-inch wide; main shaft on large annular ball bearings; secondary shaft on Non-Gran bronze bushing. Gears automatically locked when clutch is engaged; shifted by hand lever at right side of tank. Model 16-1: single speed through; nickel steel neutral shaft clutch in aluminum housing at rear of crank case; automatically locked when motor clutch is engaged, shifted by hand lever at right side of tank.

CLUTCH—Extra large size, ball-bearing multiple disc, with 168 square inches clutch surface; located on countershaft; automatically lubricated through transmission main shaft; double control either by left foot pedal or left grip.

CONTROL—Complete motor speed control without removing hands from bar; right grip controls the throttle and compression relief; left grip controls the clutch; spark advance by lever on left-hand side of tank.

HANDLEBARS—Original double braced, with three-point nickel steel drop-forged socket attachment; fitted with long cushion rubber grips.

REAR HUB—Extra wide between flanges; 7-16-inch knaced ball bearings; 9-16-inch knockout axle.

BRAKES—Two independently operated, one internal expanding with steel brake drum, the other a contracting band brake on the outer circumference of same drum, operated by foot pedal at right side.

WHEELS—28-inch with extra heavy "CC" 4-series punched rims; best quality spokes; 40 front and rear.

TIRES—3-inch Firestone Non-Skid or Fisk Red Top.

STAND—Extra heavy armless folding type; locks to rear guard when not in use.

SADDLE—Meatinger "Air Cushion."

FOLDING FOOT RESTS—Heavy steel; rubber covered; 16 inches long, 4 inches wide.

FINISH—EXCELSIOR gray; red panels, with maroon border; blue and gold striping; all, exposed metal, except crank case, heavily nickel-plated and hand-buffed.

WHEEL BASE—59 inches.